



"THE Car of the Future will be a LIGHT-WEIGHT car!"

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scientific construction which eliminates all that is coarse and cumbersome—all **EXCESS DEAD WEIGHT**.

Look for that car—the car of less than a thousand pounds—the car that will average thirty to forty miles to a gallon of fuel, at least twenty thousand miles to a set of tires—a car with a low center of gravity, a minimum of sprung and unsprung weight—a car that for performance and riding ease depends upon proportion, balance and spring suspension and ratio of power to total weight to be carried, instead of upon high horse power and heavy weight.

This car will bring motor car convenience to the countless thousands of men who today can afford to **BUY** cars, but who cannot afford to **RUN** them.

You will be glad to pay even a higher price for the car of **NO EXCESS WEIGHT** because light weight means less consumption of fuel and oil, greater tire

mileage, longer life and comparative freedom from expensive repairs. Your choice of a car will be determined by what you know the car will **DO**—what it will **SAVE**—rather than by first cost.

When you buy a car you are buying **TRANSPORTATION**. What you pay for it is determined not by the cost of the car, but by the cost of running the car. Purchase cost, depreciation cost, repair cost, tire cost, gasoline cost, oil cost—**THE TOTAL COST** divided by years and miles tells you what you pay for transportation.

The car of the future will not be a small car, not a cheap car, but a car that will cut operating costs—a car of advanced principles of design and construction—a car that represents **REFINEMENT**, in **FACT** as well as in form.

Social progress, the law of evolution, the hand of destiny writes "**THE Car of the Future will be a LIGHT-WEIGHT Car!**"



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